



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Montana Real Estate Transitions as Berkshire Hathaway HomeServices Montana Properties

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Montana brokerage leader to commemorate brand transition today at events in Bozeman and Missoula

BOZEMAN/MISSOULA, MT (March 31, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Montana Real Estate has joined the network and is operating as Berkshire Hathaway HomeServices Montana Properties.

The independently owned brokerage, whose heritage dates back to the late 1950s, generated \$664 million in sales volume and 2,401 closed units in 2014. Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

“We proudly step forward to an exciting, new era as Berkshire Hathaway HomeServices Montana Properties,” said Broker/Owner Mike Basile. “Our brand is built on core values of trust, integrity, stability and longevity, and is ideal for our company. Agents are thrilled about the new brand and clients are eager to see our distinctive Cabernet and White yard signs at listings.”

Added Broker/Owner Dan Ermatinger: “Berkshire Hathaway HomeServices will resonate nicely in every market segment, from single-family homes to the finest of ranches and luxury properties,” he said. “The brand has significant appeal and will further raise the profile of our agents and listings.”

Montana Properties’ agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and much more.

Montana Properties will commemorate its brand transition today at events in Bozeman at Bobcat Stadium; and in Missoula at Washington-Grizzly Stadium. HSF Affiliates CEO Gino Blefari, who will attend the events and address the brokerage, welcomed Montana Properties. “Michael, Dan and the team have earned a wonderful reputation in Montana with a strong legacy of service, support and innovation,” he said. “We’re proud they’ve chosen Berkshire Hathaway HomeServices.”

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Montana Properties' new yard signs are now appearing at listings throughout greater Bozeman and Missoula, and in Big Sky, Ennis, Sheridan, Twin Bridges, Hamilton, Florence, Livingston, Seeley Lake, Polson and neighboring communities.

About Berkshire Hathaway HomeServices Montana Properties

Montana Properties is the first full-service, statewide real estate company in Montana. The brokerage, a perennial Top 50 company in the Prudential Real Estate network, is locally owned and operated with 13 offices and more than 200 agents. Visit www.bhhsmt.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

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